



## EXPLANATION FOR “CODE OF ETHICS” EXCEPTION APPLICANTS

- I. Firms which adhere to a Code of Ethics, either its own or that of a trade association's to which it belongs, and who meet the Code of Ethics requirements listed below, are eligible to obtain their ID cards at a reduced rate.
- II. In “Code of Ethics” Exceptions, the firm, itself, becomes the applicant and not the individual solicitor or peddler. Those firms issued a block of ID cards under the Code of Ethics Exception have the responsibility of making sure their employees adhere to the law. The firms are also responsible for maintaining a control list of those employees to which they issue the ID cards.
- III. The “Code of Ethics” applicants must adhere to all the rules that are required of the regular applicants.
- IV. Firms applying under a “Code of Ethics” Exception must provide the Office of Consumer Affairs with a copy of the “Code of Ethics” used by that firm.
- V. To be eligible for the “Code of Ethics” Exception:
  - A. The “Code of Ethics” must contain statements adhering to the following guidelines:
    1. The offer of products or services for sale shall be accurate and truthful as to price, grade, quality, make, value, performance, quantity, currency of model and availability.
    2. The terms of any guarantee offered shall be furnished to the buyer in writing at the time of the sale and shall clearly state the nature and extent of such guarantee.
    3. The initiation or continuation of any deceptive or unlawful trade practice is prohibited.
  - B. The firm must have a procedure of processing consumer complaints within a reasonable time and providing consumer redress, if it is determined that the consumer was aggrieved by a violation of the policy, statement, code regulation or unlawful trade practice.
  - C. All businesses must be in compliance with all orders, directives, stipulations and agreements between them and the Howard County Office of Consumer Affairs.

VI. The firms must supply the Howard County Office of Consumer Affairs with a copy of the guarantee or warranty it provides to the consumer, if any.

VII. If an ID card is lost, stolen, or mutilated, the business shall immediately report the loss or mutilation to the Administrator of the Office of Consumer Affairs for issuance of a replacement ID card.

VIII. The fees for the “Code of Ethics” Exception applicant are to be paid by check or money order, made payable to the “Director of Finance.” All ID’s are renewable June 30th of each year.

The following is the fee schedule for each ID card requested under the “Code of Ethics” Exception:

Full year ID \$50.00

The issuance of a replacement card \$5.00

**To obtain this factsheet in an alternative format, please contact the Office of Consumer Affairs at 410-313-6420(voice/relay) or email us at [consumer@howardcountymd.gov](mailto:consumer@howardcountymd.gov).**